Digital Support to Public Affairs Addis Ababa



Project Title	Digital Support to Public Affairs Addis Ababa
Summary	Research and curate social media content, including highlighting the contributions of the Ethiopian diaspora in the United States on the Embassy Addis Ababa's social media platforms.
Country	United States

Project Description

Public Affairs Section (PAS) Addis Ababa and USAID Ethiopia are launching a nation-wide PR campaign to highlight U.S. investments in Ethiopia. This campaign will be carried out through traditional media (television, radio, billboards) as well as social media. To supplement the campaign, PAS Addis plans to start a weekly series highlighting the Ethiopian diaspora in the U.S. on the embassy's Facebook page. In addition, the virtual intern would be involved in creating digital presentations and one-pagers on our Public Affairs programs and exchanges for our external youth audience, including on the EducationUSA, American Spaces, and Fulbright, Humphrey, and Mandela Washington Fellowship exchanges.

Required Skills or Interests

Skill(s)
Graphic design
Research
Social media managemen

Additional Information

Research and curate information on members of the Ethiopian diaspora in the U.S. Work with selected individuals to take or secure photos and/or videos and turn footage into bite-sized social media packages that highlight the contributions of Ethiopians in the U.S.

Additionally, the eIntern can support PAS by compiling news articles that might be of interest to our target audiences.

Language Requirements

None